

# UTILIZATION OF SOCIAL MEDIA FOR ENHANCING THE GROWTH OF SMALL SCALE ENTERPRISES (SSE) IN RIVERS STATE, NIGERIA.

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## Abstract

*This study determined utilization of social media for enhancing the growth of small scale enterprises (SSE). Social media platforms that can enhance mass awareness and patronage of customers were identified and diffusion of innovation theory was used to justify their adoption. The study was carried out in Rivers State, Nigeria using a descriptive survey research. The population was 3,000 entrepreneurs/operators of SSE out of which 250 (active social media users) were selected through purposive sampling technique for the study. A structured questionnaire tagged „Social Media Platforms for SSE Growth (SMPSSSEG)“ with a reliability index of .84 was used as instrument for data collection. Three research questions were answered and analyzed using mean for each questionnaire item. Three null hypotheses were tested using the t-test statistics at probability 0.05 level of significance. The result of the study revealed that Facebook, Google+, MySpace, LinkedIn, Twitter, YouTube, Tumblr, Instagram, WhatsApp, and Pinterest are among social media platforms that can be utilized to enhance mass awareness and customers“ patronage for the growth of SSE but only Facebook and WhatsApp were highly utilized. LinkedIn and Instagram were slightly utilized while others were not. The study recommended at least two trending social media accounts or blogs for official business posts, regularly customers networking, unique ad(s) for business posts with creative attention info, use of special brand name for customers“ patronage and irresistible offers with good customers engagement forenquiries among others.*

**Keywords:** Utilization, Social Media, Small Scale Enterprises (SSE), Growth.

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## Introduction

Globally, small scale enterprises (SSE) are regarded as the backbone of any economy because they contribute to substantial local capital formation, employment generation and help in providing opportunities for entrepreneurial development. Thus, the growth of SSE is crucial for a wide range of socioeconomic opportunities in producing goods and services to satisfy human needs and wants. According to the United Nations Industrial Development Organization (2011), Nigeria economy needs vibrant small and medium scale industries to overcome poverty,

unemployment and experience real economic growth. While some businesses are flourishing in the private sector, many small scale enterprises never gain sufficient patronage of customers to experience long-run success that the owners desire. With the recent advancement in webbased business-customer interactions, networking and shopping, the use of social media platforms to enhance mass awareness and patronage of customers for business enterprises are on the rise.

Entrepreneurs of small scale enterprises are expected to constantly adopt innovative ways of attracting more customer patronage to keep growing. Michelle (2014) stated that every business needs to adopt new strategies in order to gain customers' interest and create value that competitors cannot dislodge. In a dynamic digital-based economy, high demand for innovative business practices such as online networking, e-business and mobile shopping are encouraging the use social media platforms for smooth business-customer relationship. Targeting a unique way to access market opportunities, Harada (2013) opined that today business enterprises are adopting sophisticated ways to outsmart one another by reaching out to a large number of customers. Also, Michelle (2014) reported that innovative firms attract large customers, enjoy high profit margins and grow faster than those that are not. Small scale enterprises therefore need to pay attention to the innovative social media platforms that can attract large customers, increase sales and profit to enhance the growth of their business.

Social media platforms refer to the various means of online interaction among people

for sophisticated information on the internet, utilization of social media platforms is paving way for access to adequate information and awareness needed to induce more patronage of customers without stress. According to Alabi (2014), utilization is the use of available resources, tools or instruments to achieve a particular purpose. Utilization of social media in this study is based on the premise that, social networking sites that are customer friendly can be used to attract large customers, increase patronage and profit for the growth of SSE.

Social media is redefining how business organizations reach and sustain interaction with customers because online networking has become a growing and dominant trend in this 21<sup>st</sup> century. For example, Bryer and Zavattaro (2011) stated that blogging, posting of pictures, live video or radio streaming and charting can be used for update of new products and services to induce peoples' interest to buy without geographical or time barriers. According to Alison (2012), several social networking platforms are springing up and they evolved in different forms depending on their usage. Michelle (2014) recommended

[www.cetvetar.unn.edu.ng](http://www.cetvetar.unn.edu.ng) [cetvetar.unn@unn.edu.ng](mailto:cetvetar.unn@unn.edu.ng)

through which they create, share and exchange information and ideas for interactive, informative, educational and promotional purposes. It consists of platforms where people who may not have ever had the opportunity to meet because of geographical, social, or time limitations connect together for information and interaction. Bryer and Zavatarro (2011) stated that social media sites such as blogs, media sharing tools and virtual worlds make collaboration and deliberation across possible. As online networking is making people to seek

the use of blogs, virtual worlds and applications that enable sharing of bookmarks, photographs and videos and to facilitate synchronous collaboration. Examples of social network platforms include: Facebook, Google Plus, MySpace, LinkedIn, Twitter, Foursquare, Tumblr, Plurk, Yookos, Whoteaches, WordPress, Blogs, Squarespace, Teachstreet, Classroom 2.0, Educator's PLN, Amazon ratings, Flickr, Instagram, WhatsApp,

Pinterest, YouTube, Vimeo, Viddler, Second Life, WikiTravel, Yelp, Like buttons, Digg and so on (Veletsianos, 2017).

### **Growth Indices of Small Scale Enterprises**

Business growth has attracted different opinions based on certain financial parameters such as capital investment outlay, the value of assets, net profits and sometimes market share. According to Wijewardena and Tibbits (2009), measuring growth of small scale enterprises is relatively complex because economic activities between firms differ amongst industries. Small scale enterprises are businesses that employ a few numbers of workers and do not require a high capital to start. Such enterprises are privately owned with staff strength mostly from one to twenty employees. They exist in almost every industry ranging from convenience stores to small manufacturing plants. Thus, the growth of small scale enterprises provides economic opportunities for the development of more entrepreneurial capacity, local industries and technologies.

Although there is no singular way to achieve inclusive business growth indices, this study refers to the growth of SSE as a steady rise in the volume of trade, sales and profit as a result of increase in customer awareness and patronage. Okwoli and Anyakwu (2010) explained that the major parameters of SMEs growth are adequate working capital, increase in sales and profit, returns on assets, trade expansion, high turnover rate, customer satisfaction and patronage. Focusing on the growth of small scale enterprises is to ensure survival and sustainability because the consequence of inability to grow is business failure. Bryer and Zavattaro (2011) stated that

the growth of small scale enterprises involves the following stages: existence, survival and success. At the existence stage, the enterprise's strategy is simply to remain alive. The key concerns are how to get customers, deliver product or service satisfactorily. At the survival stage, the key concerns are how to become viable and attract enough customers. At the success stage, the concerns are how to expand or increase market share and get enough profit.

Business growth usually occurs if an enterprise enjoys high customer patronage to maximize profit from sales over a long period of time. According to the Nigerian Business Finder (2018), the following are examples of profitable small scale businesses in Nigeria: quail bird farming, catering services, computer training centre, recharge card printing and sales, animal feed production, video game and sports viewing center, solar energy installation and equipment sales, rental services, cement sales/distribution, building blocks production, antique furniture sales, laundry service, sachet and bottled water production, automobile repairs and fleet management services, blogging/social media marketing, livestock/poultry farming, transport service and driving school, Photography and videographer, solar energy installation and equipment sales, mini importation/exportation, monogramming and branding services, consultancy and so on.

### **Diffusion of Innovation Theory for Social Media Utilization**

The diffusion of innovation theory was propounded by Rogers in a book 'Diffusion of Innovation' in 1962 to support the adoption of innovations among individuals and organizations by explaining how, why, and at what rate new ideas and technologies spread over time (Shipan and Volden, 2008). Rogers proposed that the spread of a new idea or technology depends on the object of innovation

itself, communication channels, time, and a social system. The effect of diffusion of innovation is that people adopt new idea, behaviour and approach to do something differently from what they had been previously to achieve better result. *Millions of people visit different social media platforms daily as the easiest and cheapest means to post or access information globally.* Entrepreneurs are innovative people who want to venture into new ideas, technologies, processes, methods, products and services in order to get more profit.

Hence, owners of small scale enterprises are expected to be in the forefront of utilizing social media to attract customer awareness and patronage beyond their immediate environment to enhance business growth. Considering the rate of diffusion of social media as it permeates all facets of life, social networking platforms create unlimited advertising opportunities for enterprise of all sizes to reach prospect of customers. Adoption of social media as a trending technology will help SSE to take advantage of this emerging innovation to attract a large number of customers without unnecessary ado. Any business that is not interacting with the public through social media platforms may gradually miss some prospects in this era of modern business-customer networking without geographical or time barrier. It is very cheap, innovative, effective, widely used and almost unavoidable in this digital age.

### Statement of the Problem

Studies on business survival in Nigeria show that about 78% of the small and medium enterprises in Nigeria often go into liquidation within their first five years of existence, 12% goes into extinction between sixth to tenth year while

only 10% or less survive and grow to maturity (Aremu and Adeyemi, 2011). Previous researchers have advocated for more Entrepreneurial competencies and managerial strategies in the literature, yet a large number of entrepreneurs in Nigeria find it difficult to attract enough customers. Research on customer oriented social strategy that could easily attract mass awareness and patronage of customers beyond their immediate environment is still needed. This creates a gap which led to this study on social media platforms that can enhance customer awareness and patronage for the growth of SSE.

### Purpose of the Study

The main purpose of the study was to determine utilization of social media for enhancing the growth of small scale enterprises (SSE). Specifically, the study sought to determine the:

1. social media platforms that can enhance customer awareness and patronage for the growth of SSE;
2. extent of utilization of social media platforms that can enhance customer awareness and patronage for the growth of SSE;
3. ways of utilizing social media platforms to enhance customer awareness and patronage for the growth of SSE.

### Research Questions

The following research questions guided the study:

1. What are the social media platforms that can enhance customer awareness and patronage for the growth of SSE?
2. What is the extent of utilization of social media platforms that can enhance customer awareness and patronage for the growth of SSE?
3. What are the ways of utilizing social media platforms to enhance customer awareness and patronage for the growth of SSE?

## Research Hypotheses

The following null hypotheses were tested at 0.05 probability level of significance:

- Ho<sub>1</sub>:** There is no significant difference in the mean responses of male and female entrepreneurs on the social media platforms that can enhance customer awareness and patronage for the growth of SSE.
- Ho<sub>2</sub>:** There is no significant difference in the mean responses of male and female entrepreneurs on the extent of utilization of social media platforms that can enhance customer awareness and patronage for the growth of SSE.
- Ho<sub>3</sub>:** There is no significant difference in the mean responses of male and female entrepreneurs on the ways of utilizing social media platforms to enhance customer awareness and patronage for the growth of SSE.

## Methodology

The study adopted descriptive survey research design in line with the submission of Ezeh (2011) that it is suitable for collection of public opinions on existing or new phenomena with the intent to make better plan for improvement. The study was carried out in Rivers State, Nigeria. The population of the study was estimated 3,000 entrepreneurs/owners of SSE (active social media users) out of which 250 were selected through purposive sampling technique. A structured questionnaire tagged ‘\_Social Media Platforms for SSE Growth (SMPSSEG)’ developed by the researchers from the relevant literature was used as the instrument for data collection. Cronbach Alpha technique was used to determine the reliability of the instrument and 0.84 co-efficient was obtained. The questionnaire was structured in four-response options to elicit responses from the respondents in line with the research questions.

The questionnaire items were rated strongly agree (4), agree (3), disagree (2) and strongly disagree (1). Also, highly utilized (4), utilized (3), slightly utilized (2) and not utilized (1). The copies of the questionnaire were administered and completely retrieved. The data collected were analyzed using mean to answer the research questions. For research question one and three, any questionnaire item with the mean value from 2.50 and above indicated that the respondents agreed, while any item with the mean value below 2.50 indicated disagreed. For research question two, any questionnaire item with the mean value ranging from 3.50-4.00 indicated highly utilized, 2.50-3.49 indicated utilized, 1.50-2.49 indicated slightly utilized and 0.50-1.49 indicated not utilized. The null hypotheses were tested at 0.05 level of significance using t-test. Any item with the t-calculate value less than the table value (1.96) was not rejected while any item with the t-calculate value above it was rejected.

## Data Analysis and Results

**Research Question One:** What are the social media platforms that can enhance customer awareness and patronage for the growth of SSE?

Data analysis in Table 1 showed that 12 out of respondents on the social media platforms

**Table 1: Mean, Standard Deviation and t-test Analysis on the Social Media Platforms that can Enhance Customer Awareness and Patronage for the Growth of SSE**

S/N	Social media platforms for customer awareness and patronage	n=140		n=110		$\bar{X}_C$	SD <sub>C</sub>	t-cal	Rmk	Ho <sub>1</sub>	
		Male	SD	Female	SD						
1.	Using Facebook for customers	3.95				3.89	.62	1.45	A	NS	
2.	Using Google+ for customers	2.99	.49	3.83	.75	2.93	.58	1.81	A	NS	
3.	Using MySpace for customers	2.70	.61	2.86	.53	2.62	.89	1.40	A	NS	
4.	Using LinkedIn for customers	3.54	.88	2.54	.90	3.60	.79	1.08	A	NS	
5.	Using Twitter for customers	3.09	.72	3.65	.86	3.01	.99	1.28	A	NS	
6.	Using YouTube for customers	3.87	1.04	2.93	.93	3.84	.66	.71	A	NS	
7.	Using Tumblr for customers	2.75	.74	3.81	.72	2.71	.77	.81	A	NS	
8.	Using Plurk for customers	1.00	.00	2.67	1.00	.80	1.00	.00	D	NS	
9.	Using Yookos for customers	1.11	.39	1.05	.00	1.08	.32	1.46	D	NS	
10.	Using Viddler for customers	1.00	.00	1.00	.25	1.00	.00	.00	D	NS	
11.	Using Flickr for customers	1.87	.98	2.11	.00	1.99	1.01	-1.63	D	NS	
12.	Using Instagram for customers	2.54	.93	2.62	1.04	.89	2.58	-.91	-1.38	A	NS
13.	Using WhatsApp for customers	3.81	.63	3.74	.74	3.77	.69	.80	A	NS	
14.	Using Pinterest for customers	2.99	.97	2.85	1.01	2.92	.99	1.11	A	NS	
15.	Using Vimeo for customers	1.12	.46	1.00	.00	1.06	.23	3.08	D	S	
16.	Using Stumbleupon for customers	1.25	.59	1.16	.37	1.21	.48	1.48	D	NS	
17.	Using Snapchat for customers	1.54	.76	1.40	.72	1.47	.18	1.49	D	NS	
18.	Using Skype for customers	3.17	.82	3.01	.94	3.09	.88	1.42	A	NS	
19.	Using Squarespace for customers	2.55	.87	2.66	.73	2.60	.80	-1.10	A	NS	
20.	Using Walmart for customers	1.84	.93	1.66	.61	1.75	.77	1.64	D	NS	

**Keys:**  $\bar{X}_C$  = Combine Mean, SD<sub>C</sub> = Combine Standard Deviation, A = Agree, D = Disagree, t-cal = t-test Calculated Value at 248 degree of freedom, S = Significant and NS = Not Significant at 2-tailed Significant value.

20 items had their combine mean values ranging from 2.58 to 3.89 above the criterion value of 2.50. This implies that the respondents agreed that items 1-7, 12-14, 18 and 19 are social media platforms that can enhance customer awareness and patronage for the growth of small scale enterprises while others were rejected. The table also showed that only one item had t-calculated value of 3.08 greater than the critical value 1.96 which implies that significant difference existed in item 15 only. Items 1-14 and 16-20 had no significant difference with their t-calculated values ranging from -1.63 to 1.81 less than the critical value 1.96 at 0.05 level of significance and 248 degree of freedom. Therefore, the null hypothesis one was not rejected as postulated because no significant difference existed in the mean responses of the

that can enhance customer awareness and patronage for the growth of small scale enterprises.

**Research Question Two:** What is the extent of utilization of social media platforms that can enhance customer awareness and patronage for the growth of SSE?

**Table 2: Mean Analysis on the Extent of Utilization of Social Media Platforms that can Enhance Customer Awareness and Patronage for the Growth of SSE.**

S/N	Social media utilization for customer awareness and patronage		n=140		n=110		c	SD <sub>c</sub>	t-cal	Rmk	Ho <sub>2</sub>
	Male	SD	Female	SD							
1.	Using Facebook for customers	3.64	.69	3.53	.74	3.59	.62	1.20	HU	NS	
2.	Using Google+ for customers	1.41	.72	1.55	.86	1.48	.79	-1.37	NU		NS
3.	Using MySpace for customers	1.38	.58	1.30	.60	1.34	.59	1.07	NU	NS	
4.	Using LinkedIn for customers	1.80	.85	1.68	.79	1.74	.82	1.15	SU		NS
5.	Using Twitter for customers	1.41	.63	1.33	.59	1.37	.61	1.04	NU	NS	
6.	Using YouTube for customers	1.57	.90	1.39	.82	1.48	.86	1.64	NU	NS	
7.	Using Tumblr for customers	1.20	.53	1.16	.40	1.18	.47	.68	NU		NS
8.	Using Instagram for customers	1.89	.90	1.77	.82	1.83	.86	1.10	SU	NS	
9.	Using WhatsApp for customers	3.79	.64	3.71	.70	3.75	.67	.94	HU		NS
10.	Using Pinterest for customers	1.00	.00	1.00	.00	1.00	.00	.00	NU	NS	
11.	Using Skype for customers	1.45	.75	1.37	.67	1.41	.80	.45	NU	NS	
12.	Using Squarespace for customers	1.00	.00	1.00	.00	1.00	.00	.00	NU	NS	

**Keys:** c = Combine Mean, SD<sub>c</sub> = Combine Standard Deviation, HU = Highly Utilized, SU = Slightly Utilized, NU = Not Utilized, t-cal = Calculated Value at 248 degree of freedom, and NS = Not Significant at 2-tailed value.

Data analysis in Table 2 showed that only items 1 and 9 were highly utilized with combine mean values of 3.59 and 3.75. This implies that the respondents utilized social media platforms in items 1 and 9 to enhance customer awareness and patronage for the growth of small scale enterprises. Also, items 4 and 8 were slightly utilized with combine mean values of 1.74 and 1.83, while the remaining 8 items were not utilized with their combine mean values ranging from 1.00 to 1.48. The table also showed that all the 12 items had no significant difference because all their t-calculated values ranging from -1.37 to 1.64 were less than the critical value 1.96 at 0.05 probability level of significance and 248

degree of freedom. Therefore, the null hypothesis two was not rejected as postulated since no significant difference existed in the mean responses of the respondents on the extent of utilization of social media platforms that can enhance customer awareness and patronage for the growth of small scale enterprises.

**Research Question Three:** What are the ways of utilizing social media platforms to enhance customer awareness and patronage for the growth of SSE?

**Table 3: Mean, Standard Deviation and t-test Analysis on Ways of Utilizing Social Media Platforms to Enhance Customer Awareness and Patronage for the Growth of SSE**

S/N	Social Media Platforms for Customer awareness	n=140 Male	SD	n=110 Female	SD	$\bar{X}_c$	SD <sub>c</sub>	t-cal	Rmk	H <sub>03</sub>
1.	Choose at least two suitable social media platforms for business posts.	3.78	.70	3.72	.82	3.75	.76	.67	A	NS
2.	Sign in and regularly login to link up with customers for networking.	3.83	.61	3.71	.59		.60	1.58	A	
3.	Make ad(s) of your business posts unique with creative attention info.	3.90	.38	3.84	.43	3.77	.41	1.15	A	NS
4.	Use special brand name in your posts for customers' patronage.	3.74	.72	3.65	.80		.76	.93	A	
5.	Always make your offers irresistible	3.85	.54	3.79	.67	3.87	.76	.62	A	NS
6.	Make frequent new posts to educate people about your products.	3.76	.73	3.72	.79		.90	.73	A	
7.	Build good customers engagement forenquiries and quick answers.	3.60	.86	3.52	.94	3.82	.41	.40	A	NS
8.	Avoid posting irrelevant images or captions to customers.	3.89	.39	3.87	.43		.85	1.09	A	
9.	Prioritize brevity, fact and customer values of your business posts.	3.63	.79	3.51	.91	3.74	.69	.42	A	NS
10.	Be detailed on how to meet and satisfy your customers' needs.	3.58	.55	3.54	.89		.99	1.11	A	
11.	Always make your social network links or contacts accessible to customers.		.87	3.61	.74	3.88				NS
		3.79					3.57			

3.56

3.70

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**Keys:**  $\bar{X}_c$  = Combine Mean,  $SD_c$  = Combine Standard Deviation, A = Agree, D = Disagree,  $t_{-cal}$  = t-test Calculated Value at 248 degree of freedom, S = Significant and NS = Not Significant at 2-tailed Significant value.

Data analysis in Table 3 showed that all the items had their combine mean values ranging from 3.56 to 3.88 above the criterion mean of 2.50. This implies that the respondents agreed on ways of utilizing social media platforms in items 1-11 to enhance customer awareness and patronage for the growth of small scale enterprises. The table also showed that no significant difference existed in all the 11 items with their t-calculated values ranging from 0.40 to 1.58 less than the critical value 1.96 at 0.05 level of significance and 248 degree of freedom. Therefore, the null hypothesis three was not rejected as postulated because no significant difference existed in the mean responses of the respondents on the ways of utilizing of social media platforms that can enhance customer awareness and patronage for the growth of small scale enterprises.

### **Discussion of the Findings**

The result of data analysis in Table 1 showed that the social media platforms that can enhance customer awareness and patronage for the growth of small scale enterprises include: Facebook, Google+, MySpace, LinkedIn, Twitter, YouTube, WhatsApp, Tumblr, Instagram, Pinterest, Skype and Squarespace. The findings of this study are similar to that of Warren (2018) that effective social media are Facebook advertising, LinkedIn advertising, Twitter advertising, Instagram advertising, WhatsApp and Pinterest advertising. Also, the findings are in line with the submission of JuniperResearch (2007) and Alison (2012) that social networking sites like Facebook, MySpace, YouTube, Twitter and blogs create advertising opportunities for organization of all sizes to reach customers and make prospects in a competitive landscape.

The result of data analysis in Table 2 revealed that Facebook and WhatsApp were highly utilized while LinkedIn and Instagram were slightly utilized to enhance customer awareness and patronage for the growth of small scale enterprises. The findings are similar to the submission of Larry (2018) that customers are already interacting with different business brands through social media like Facebook, Twitter, Instagram, Pinterest, and organizations that do not engage audience are missing out. Also, the result revealed that Google+, MySpace, Twitter, YouTube, Tumblr, Pinterest, Skype and Squarespace were not utilized. This is similar to the submission of Bryer and Zavattaro (2011) and Egbe (2015) that some organizations still refrain from using social media as official means of networking their customers because of some perceived negative effects.

The result of data analysis in Table 3 revealed that all the ways of utilizing social media platforms in items 1-11 to enhance customer awareness and patronage for the growth of small scale enterprises are acceptable. The findings are in line with the submission of Michelle (2014) that every business needs to adopt new strategies in order to gain customers' interest and create value that competitors cannot dislodge. Also, the result of null hypotheses tested in Table 1, 2 and 3 had their t-calculated values less than the critical value in all the items which showed that no significant difference existed in the mean responses except in item 15 (Vimeo). This revealed that the respondents had similar views. Therefore,

the three null hypotheses were not rejected as postulated since no significant difference existed in the mean responses of the respondents on the social media platforms that can enhance customer awareness and patronage, their extent of utilization and ways to utilize them effectively for the growth of small scale enterprises.

## **Conclusion and Implications for Business Education Stakeholders**

The study emphasized the need for small scale enterprises (SSE) to adopt innovative social trends to enhance customer awareness and patronage beyond their immediate business environment. The study therefore determined utilization social media platforms for enhancing the growth of small scale enterprises. It focused on the social media platforms that can enhance customer awareness and patronage beyond the immediate business environment, their extent of utilization and ways to utilize them for the growth of small scale enterprises. The study revealed that Facebook, Google+, MySpace, LinkedIn, Twitter, YouTube, Tumblr, Instagram, Pinterest, Skype and

Squarespace can be utilized but only Facebook and WhatsApp were highly utilized. LinkedIn and Instagram were slightly utilized while others were not. The study has the following implications for business education stakeholders. Business education lecturers can introduce relevant social media platforms to teach students on how to make best use of them for advertising. Business education department can create mass awareness of their programmes using trending social media platforms for posts and regular students networking. Educational social media platforms can be used to blend and supplement traditional classroom to enhance instructional delivery of TVET beyond the four wall of school environment.

## **Recommendations**

Based on the findings, the study recommended that entrepreneurs/owners of (SSE) should:

- ❖ Adopt innovative social media platforms to enhance customer awareness and patronage beyond their immediate business environment.
- ❖ Utilize at least two trending social media platforms, accounts or blogs for official business posts and regular customers networking.
- ❖ Create unique ad(s) for business posts with creative attention info and use special brand name for customers' patronage.
- ❖ Make irresistible offers with good customer engagement for enquiries and quick responses.
- ❖ Ensure detailed posts of how to meet and satisfy customers' needs among others.

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